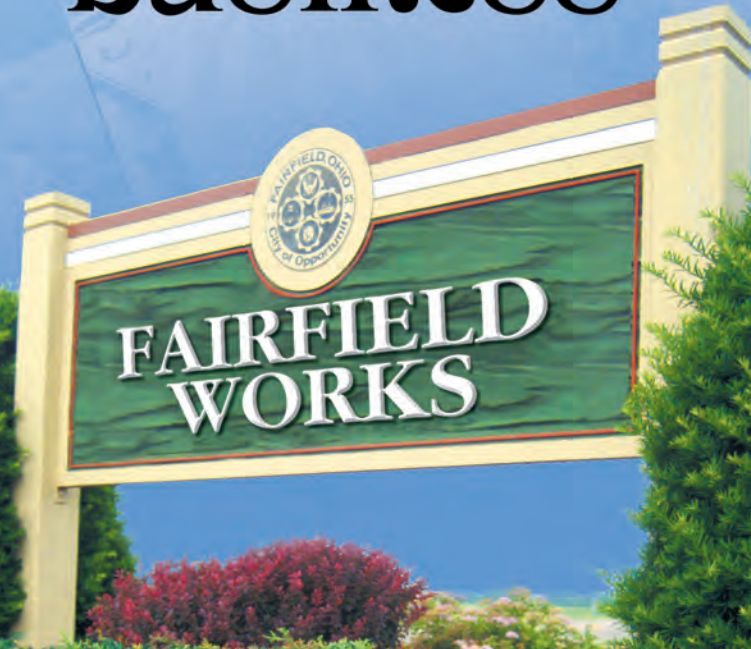


Fairfield *works*

... for business



*Business owners and top executives speak out
about growing a business in Fairfield*

Fairfield's state of mind is...

Prosperous

Appreciation for the fact that successful commerce is the reason for Fairfield's prosperity has been a key contributor to the city's success. Proof of this appreciation and its power is found in the coordinated cooperation of city government and businesses throughout the community. This spirit of progress is an everyday occurrence and is manifest in diligent planning, fiscal responsibility and the burgeoning growth of existing and new businesses in Fairfield.



Fairfield's byword is...

Proactive

Careful consideration of national business trends and the culture of the city itself, combined with the determination and courage to act, have kept Fairfield economic development in step with business and the marketplace for more than three decades.

In the 1960's, Fairfield was essentially a farm community with some suburban development on its north side. In the 1970's, a housing boom began in earnest and brought thousands of new homeowners to the city.

Rather than become a "bedroom community", the city made substantial efforts in the 1980's to provide and promote areas for business development. This effort

"One of the things I like most about Fairfield is that it seems like everybody wants you to win - the city, other businesses, everybody. How could you not like a place like that to do business?"

"Jungle Jim"

Jim Bonaminio



Studied by university marketing professors and the subject of articles in publications as well known as Smithsonian and Cincinnati Magazine, "Jungle" Jim Bonaminio ...


may be the only kid who brought a truckload of tomatoes home from his college spring break. When others couldn't get away from the sun and sand, Jim Bonaminio was discovering that tomatoes were cheap in Florida and expensive in Fairfield.

He brought the tomatoes back in a rented truck to make a sure profit selling them at a roadside stand.

Today, that entrepreneurial spirit is alive and well in Jungle Jim Bonaminio. His roadside stand, however, has been transformed into more than 250,000 square feet of retail space where more than 350 people work. Complete with storefront waterfall, a 7-foot animatronic "Elvis", a fire truck, a large boat, a cooking school and live seafood, Jungle Jim's is unique, a hybrid finding itself somewhere between an amusement park and a grocery store.

Offering the broadest selection of food products within hundreds of miles, Jungle Jim's regularly draws patrons from neighboring states.





“In scouting for locations and trying to set up this business, the City of Fairfield was extremely helpful. Every door I walked through, they opened for me...”

Mary Lee Tracey
Cincinnati Gymnastics



Intense, vivacious, determined, Mary Lee Tracey is one of those Fairfield business people confident enough to admit to her love of leadership.

She is President and Head Coach of Cincinnati Gymnastics Academy and The Cincinnati Cheer Academy.

She is a USA Olympic Coach, an author, mother and walking inspiration to hundreds of young people in southwest Ohio.

Her honors and awards are too numerous to list in their entirety but, the Cincinnati Gymnastics Academy was ranked the Number One USA

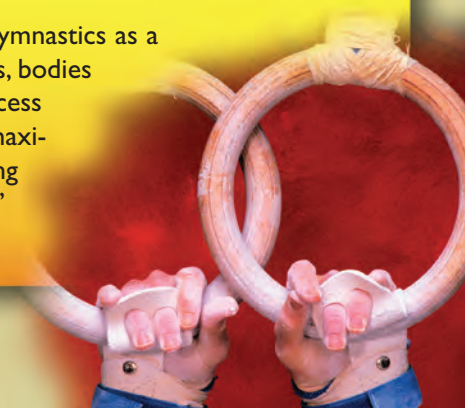
National Training Center three years in a row while the teams and athletes she has coached in the past ten years reads, like a “Who’s Who” of international and national Olympic-level competition.

Her recently published book, “Living the Gold-Medal Life”, is a manual of inspiration and motivation for pre-teen girls involved at any level of competitive sport.

Above all, Mary Lee sees gymnastics as a way to, “...build kids, minds, bodies and spirits” and in the process she cheerfully claims her maximum reward to be “...giving kids the gift of confidence.”

proved successful in 1987 when the city attracted Cincinnati Financial and nearly 2000 jobs to a site adjacent to I-275. While looking forward to this development, however, news arrived that the community’s largest private sector employer would close.

The Fisher Body Division of General Motors had operated a stamping plant in Fairfield since 1947. News, in 1987, that the plant would be phased out over a two-year period was generally viewed as a disaster, but the overall impact was negligible due to ongoing economic development efforts. In fact, this effort had so much momentum that the plant closing, while regrettable, did not have a significant effect on the local economy. Jobs and taxes were replaced quickly and Fairfield Economic Development picked up speed.



In 1989, Fairfield was one of the first communities in the state to utilize new laws that permitted the establishment of Enterprise Zones outside major metropolitan areas. Taking full advantage of the new laws, attractive tax breaks and incentives were made available to new businesses. Throughout the 1990's, companies began to arrive in Fairfield as veteran businesses continued to grow. More than 5,000 jobs were created and retained in the city between 1990 and 2000. Significant developments would follow.

Fully aware of the importance of transportation, the economic development team, in cooperation with communities to the east, launched a concerted effort to develop a direct access to Interstate 75. Today the Symmes Road / Union Centre Boulevard corridor provides the city with its fourth major

“Things like the Village Green development and the interstate connections make Fairfield a very desirable place to live and the quality of people in and around Fairfield has made OCG what we’re known for – top quality and service.”

Dan Carmichael
Ohio Casualty Group



Dan Carmichael may be the chief executive officer and president of Ohio Casualty but he has all the bearing and intensity required to be their chief salesman.

Focused on growth and integrity, he is as enthusiastic about Fairfield as he is about his own company, pointing to the degree of cooperation he has enjoyed with the city administration.

Ohio Casualty found a home in Fairfield in 1998 when they purchased a large distribution center that had been recently abandoned by a regional retailer. The conversion to a campus-like business center, with one-floor efficiency and generous parking, was welcomed by all concerned.

Employing more than 2700 people nationwide, Ohio Casualty serves hundreds of thousands of policyholders through nearly 3500 independent insurance agencies throughout the US.



“Being named one of the Top 100 Hospitals in the U.S. is a tremendous honor and we would not have achieved it without an environment that allows businesses to thrive and meet the increased needs of the community.”

Jeff Ashin

President & CEO

Mercy Hospital Fairfield



Jeff Ashin leads a hospital that is nationally recognized for the high quality care it provides and the growth it has experienced.

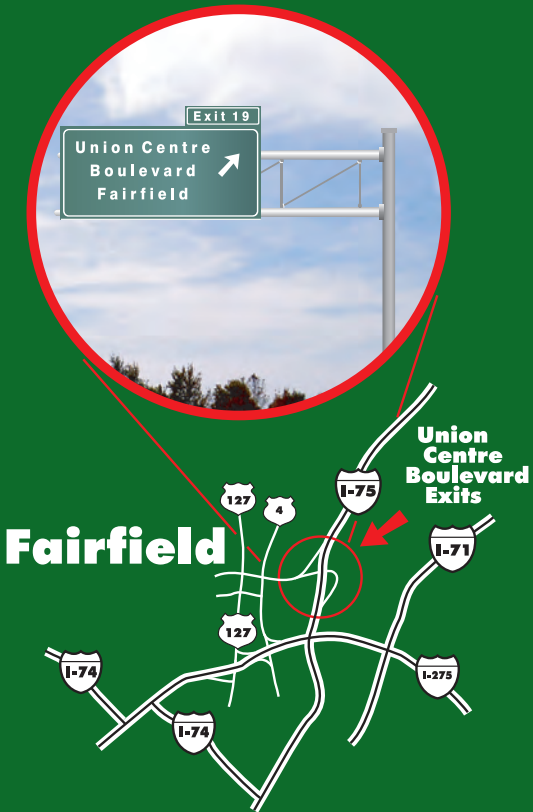
A vital part of the community since 1978, Mercy Fairfield has doubled in size within the last two years. The hospital has over 1,200 employees, nearly 700 affiliated physicians and recent expansion will give Mercy Fairfield 253 licensed beds by 2007.

Mercy Fairfield has a top cardiac care program,

including the only open-heart surgery program in Butler County and a cardio vascular unit that received the highest in-patient satisfaction scores in the country according to a leading national hospital evaluation firm. The hospital also has a state-of-the-art radiology department, and its cancer and respiratory care programs are rated in the top 10 percent in the nation. Its obstetrics program delivers more babies than any other hospital in Butler County, while its emergency department treats over 46,000 patients a year and its outpatient testing facility yearly performs over 312,000 tests.



access point to the interstate highway system and to the Dayton / Cincinnati metroplex.



The Village Green project is a case in point that demonstrates the ongoing spirit of cooperation between private business and the city. Complex, in terms of the diversity of business and residen-

tial population it serves, Fairfield's Village Green is truly a prime example regarding how well private and public interests can be blended when an environment of cooperation is cultivated.

The center of the Village Green is a park and includes an amphitheater with fully scheduled entertainment during warm weather and playground equipment for children. A pond, water fountains and sculpture augment skillful landscaping for the enjoyment of all.

A state-of-the-art library and the extraordinary CommunityArts Center flank the Village Green park. Retail, entertainment and professional businesses surround the park and buildings of public interest.

The Village Green project, as planned, has seen the development

"Fairfield obviously has a vision and a plan for the city that makes Fairfield a great place for business - now and in the future."

Dr. Richard Lee
DNA Diagnostics Center



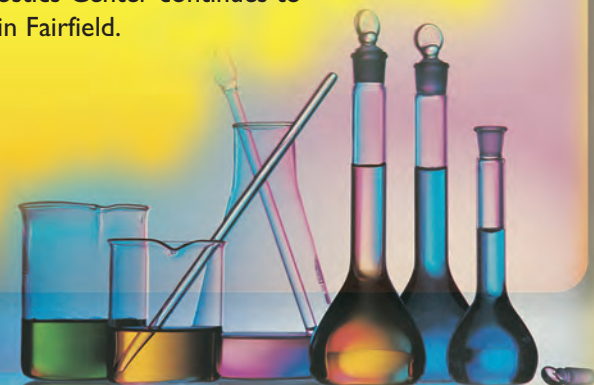
Headed by Dr. Richard Lee and growing an average of more than 40% per year since its inception in 1994, DNA Diagnostics Center does more than 80% of the private DNA paternity testing in the world.

Dr. Lee is an energetic combination of scientist and business marketer. It's his marketing talent that made him critically aware of the potential of DNA testing, especially paternity testing, while he was working for a large regional hospital. Sensing the commercial potential, Dr. Lee struck out on his own in 1994 and headed for Fairfield with some secondhand equipment and a business plan.

The Fairfield Economic Development team helped Dr. Lee find a small place for his business. Since then, DNA Diagnostics Center has grown and Dr. Lee has purchased nearly all the surrounding buildings in the office park where he started.

With 700 agents worldwide and employing more than 350 scientists and technicians, DNA Diagnostics Center continues to grow in Fairfield.

*The technician pictured is not Dr. Lee



“In 1959 there were signs all over the city that said ‘Fairfield – city of opportunity’. It was true then and it’s true now.”

Joe Schwarz
Symmes Tavern on the Green



Symmes Tavern on the Green

Joe Schwarz moved to Fairfield in 1959. At that time, he was drafting house plans for a nearby lumber company.

His job also involved teaching contractors how to put pre-fabricated house components together. In time, he figured he could do a better construction job himself.

In 1961, Joe became a homebuilder and for the next few years he built six or seven homes per year. By 1964 he took on the risk of neighborhood development to build 21 homes around Cavalier Court. In 1966 Fairfield government took the steps necessary to ensure high quality sewer, water and other necessary city services. In Joe's words, "This commitment to improvements and service assurance really spelled opportunity. Fairfield was far-sighted enough to make sure that the city's infrastructure would always be sound, so those measures virtually

guaranteed a quality of life and good future for Fairfield." For Joe Schwarz, hundreds of homes and commercial developments followed. In the late 1990s, Joe began working on his signature project, Fairfield's Village Green. This mixed-use project contains retail and office space, new housing, public facilities and park space. Village Green quickly became the heart of town. Response to the project was so positive, Joe even decided to open a restaurant, Symmes Tavern on the Green, in the center of the development.

Nearly five decades after coming to town, Joe claims, "The City of Fairfield has never been anything but fair to me. Prudent leadership and oversight by city officials and the city administration, especially the current one, have contributed enormously to my success and to the success of Fairfield as a great place to live and work".

of a core business district for the city that is both functional and enjoyable for all who work and play there.



Fairfield has always been rich in two precious resources – land and a dedicated labor force. Throughout Fairfield's history, city administrations and elected officials have recognized these facts and treated both resources with great respect. Today, a highly energetic economic



development team fosters that spirit and continues a conscientious and vigorous effort to grow the city in a planned and professional manner.

Fairfield has never lost sight of the fact that a strong program of economic development, aimed at both existing and new businesses, is one of the best investments of labor and capital that the city can make.



“The Economic Development people visit from time to time when I don’t need anything just to ask if they can help and I like that kind of service.”

Sam Boymel

Diplomat Village Shopping Center, Tri County Extended Care Center, Fairfield Pavilion



“The present city administration and economic development people are the best we’ve ever had.”

When you ask Sam Boymel about the City of Fairfield, he responds, “The city can be tough, but the city is fair.” The next thing he counsels is, “You’ve got to be a mensch.” As it happens, a mensch is a person of honesty and integrity, two attributes that also apply to Mr. Boymel.

A survivor of the Auschwitz death camp, Sam Boymel spent five years there before his release in 1945. Shortly after that time he met his wife of nearly 60 years and they came to America. Sam opened a butcher shop in Cincinnati in 1949 and purchased a “rest home”

with eight beds in 1960 which he and his wife cleaned out and renovated. Currently Sam maintains some of the most elegant and sophisticated housing and extended care facilities for senior citizens that can be found - including Fairfield Pavilion.

On the way to his establishment of well-planned care facilities and commercial property, Sam found that “to buy land by the acre and sell by the square foot” was a pretty good idea. His philanthropy extends internationally and his acquaintance with celebrities and political figures is boundless. Sam is a board member of US Bank and Fairfield’s favorite mensch. He is also tough, but fair.



"We are delighted with the quality and skill level of the labor force. We have been helped greatly by the city, energy suppliers and everyone we've done business with here."

Hiroshi Yamada
President, Takumi Stamping, Inc.



Hiroshi Yamada
President
Takumi Stamping, Inc.

Junji Endo,
President, Pacific
Manufacturing, Ohio

Toru Nishimura
President
Pacific Industries Air Controls, Inc.

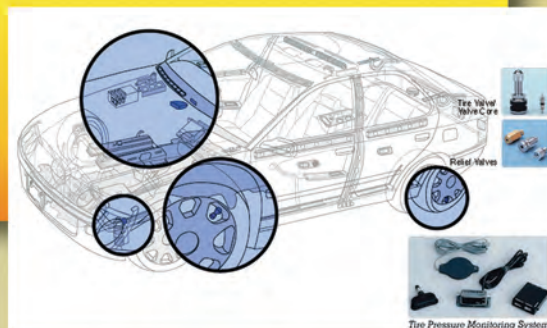
With manufacturing plants in the United States, Taiwan, Korea and Thailand, Pacific Industries is truly a global company.

Known worldwide for quality automobile parts, Pacific maintains a 95% market share in Japan and a 20% market share worldwide, in those markets where they compete.

Pacific products manufactured in Fairfield consist mainly of tire valves, control valves, like those found in automobile air

conditioning systems, and metal stamping and plastic molded products.

According to presidents Endo, Nishimura and Yamada, "Workers in this area are both skilled and motivated." More than 400 people are employed at Pacific Industries in Fairfield, with expansions planned for the coming years.



Fairfield's progress is powered by ...

Fiscal Responsibility

Sound fiscal management has resulted in a number of noteworthy accomplishments for the City of Fairfield over the years and serves to underwrite the city's dedication to quality of life issues and planned growth.

Fairfield continues to maintain its enviable Aa2 bond rating by Moody's Investors Service, a reflection of the city's strong financial position, growing reserve levels and the vigorous recruitment of new industry and business to the area. The better bond rating reduces the interest the city must pay on borrowed money and helps maintain a traditional surplus in the

city's General Fund. According to one Moody analyst, "Fairfield's rating speaks to the management of Fairfield. Fairfield has a low debt burden and a growing tax base."

The city also consistently receives the Government Finance Officers Association Certificate of Achievement for Excellence in Financial Reporting for its Comprehensive Annual Financial Report. This is the highest form of recognition in the area of government accounting and financial reporting.

The strength of a balanced local and regional economy has fostered a growing business and residential population which is well served by fiscal policies that help ensure planned, efficient growth in the best interest of Fairfield citizens and entrepreneurs.

"Construction is well under way on the third office tower of our headquarters' complex here in Fairfield. We thank Fairfield for a pro-business environment in which to grow."

Tim Timmel

The Cincinnati Insurance Companies, Senior Vice President, Operations



Amidst the sounds of construction as Cincinnati Financial Corporation headquarters expands to add a third tower, Tim Timmel is proud of the contributions his company has made to the community.

Tim confirms that while Cincinnati Financial has seen major changes in commercial development since coming to Fairfield in 1985, what hasn't changed is the abiding commitment from local officials to make this community a great choice for the company and its associates.

The Cincinnati Insurance Companies employ more than 2900 people in Fairfield and sell through independent agents in 32 states. A holding company of six subsidiaries, Cincinnati Financial provides a wide array of business and family insurance coverages, plus lease/finance and asset management services.



“Fairfield has been very proactive in its planning and in paying attention to local business.

Jim Zirpoli
Medco Health Solutions



When I came here, the Fairfield Economic Development team contacted me before I could contact them, in an effort to learn more about our business and how they could help.”

Jim Zirpoli is young, polished and professional as he manages a large team of professional pharmacists and administrators to ensure the proper fulfillment of prescription pharmaceuticals to patients across the United States. He points out that no drugs are actually handled in Fairfield, rather, prescriptions are checked for contraindications, correct dosage, other drug interactions and the overall accuracy of pharmaceutical delivery.

According to Jim, some of the motivating factors for locating in Fairfield included, “...the support of city officials, a favorable tax climate and the quality of the workforce.”

Technically defined as a “pharmaceutical benefit manager” Medco Health Solutions is the largest such organization in the United States, based on net revenues of over 33 billion dollars and serves over 60 million Americans.



Fairfield meets ...

Capital Infrastructure Needs

Sound investment and foresight have allowed Fairfield water treatment and sewer capacities to exceed current demand by a large margin. The primary purpose of such planning is to accommodate long-term housing and business growth.

Fairfield residents enjoy some of the lowest water and sewer bills in the state. In fact, in a recent study of 65 independent Ohio municipalities, Fairfield has the lowest combined water and sewer rates in the region.

Fairfield's Economic Development Team is known for ...

Superior Service

The core of the Fairfield Economic Development team consists of City Manager, Arthur E. Pizzano; Director of Development Services, Tim Bachman; and Economic Development Manager, Greg Kathman.

“Fairfield is a progressive place, a place where growth is planned and so many people come together for the good of the community.”

Kathy Carpe
Fairfield Framing Gallery



Kathy is a “Certified Picture Framer”, a distinction awarded only by the Professional Picture Framers of America.

She is as enthusiastic about Fairfield as she is about her own business and the artistry it requires.

Framing several thousand pictures, awards and other materials a year, Kathy is a typical Fairfield small-business entrepreneur giving back to the community through her involvement in organizations like the Fairfield Chamber of Commerce and Kiwanis.



Arthur E. Pizzano

City Manager



"The continuing success of Fairfield is all about the city government, local businesses and the general population's desire to cooperate, compromise and promote creativity. With that cooperation, our city can take well-calculated risks, invest prudently, think strategically and foster quality of life initiatives that benefit the entire community."

Arthur E. Pizzano was appointed to the position of City Manager by Fairfield City Council in 1998. He previously served as City Manager for the City of West Des Moines, Iowa; he also served in Planning and Economic Development positions in Thornton, Colorado and in his hometown of East Orange, New Jersey. Art's career includes 30 years of local government experience. He is a credentialed member of the International City Management Association.

Art is a graduate of Rutgers University, where he earned a B.A. and Master of City and Regional Planning Degrees. He also holds a Master of Business Administration from the University of Colorado. Art attended the Colorado Outward Bound School and the Rocky Mountain Program for Senior Government Executives.

He is a member of Rotary International and is a graduate of Leadership Cincinnati, Leadership Iowa, and the Denver Community Leadership Forum.

Art's career includes a variety of national, state and regional awards for innovation, cooperative service delivery, and effective public/private partnerships. His work has been widely published, including a chapter in a book entitled *The Entrepreneur in Local Government*.

Tim Bachman

Director of Development Services



"One of the great things about Fairfield right now is the abundance of in-place resources available to support just about any kind of business."

Tim Bachman and his staff are the people to talk to if the solution you're after has to do with zoning, building permits, or financial incentives.

They are responsible for Fairfield Planning and Economic Development as well as the Division of Building Inspection and Zoning.

The review and approval of virtually all commercial and industrial development in Fairfield including tax abatement, Enterprise Zones, Community Reinvestment Area certification, tax increment financing review and other grants and public inducements are all a part of Tim's job.

Tim and his staff's economic development efforts, in recent years, can be credited with the creation of nearly 3000 jobs, the retention of over 2000 jobs and an investment of nearly \$400,000,000 in real estate, equipment and inventory in Fairfield.

Tim has a Bachelor's Degree in Urban Planning from the University of Cincinnati with an Economics minor. He also has a Master's of Business Administration from Xavier University and is a Certified Economic Finance Professional. He is a member of The American Institute of Certified Planners, American Planning Association, Urban Land Institute, Ohio Planning Chapter APA and Ohio Development Association.

Greg Kathman

Economic Development Manager



"My most important challenge is to grab the attention of a business looking for a new home. Because of the natural and organized assets of the city, selling Fairfield as a top-notch business location is not a tough task."

As a result of the Insight 2010 process, Fairfield City Council authorized the establishment of an Economic Development Manager position. That person is to be responsive to the existing business community's needs and to actively recruit new industrial and commercial development to Fairfield. And that person is **Greg Kathman**.

Greg began his position as Economic Development Manager for the City of Fairfield in December of 2005. Prior to that time, Greg served in various development positions in the Greater Cincinnati area for more than a decade where he managed development projects in both the private and public sectors totaling more than \$50,000,000.

Greg graduated from the University of Cincinnati with a B.A. degree in Political Science. He is a member of the International Economic Development Council and the Ohio Development Association. He is a Certified Economic Finance Professional, a board member of the Fairfield Chamber of Commerce and active with the Cincinnati USA Partnership for economic development.

Fairfield is On-Line



Fairfield maintains an award-winning, interactive and up-to-date website. Recently redesigned, the site now features expanded e-commerce abilities and new tools to help the city's residents and businesses. Find it all at:

www.fairfield-city.org

513-867-5300